



Alignment Document
State of Mississippi and Aventa Learning Journalism

Journalism
2005-2007 Benchmark Blueprint

Standards	Benchmarks	Unit Name	Course Topic Description
IJ.1 Develop an awareness of the history and role of journalism in our society.	IJ.1.a Define responsibilities and role of the communications media, identifying the legal and ethical restrictions.	Research Journalism	Journalism Research
		What is Journalism?	Preview
		What is Journalism?	Challenge of Journalism
		Laws, Ethics, & Policy	Preview
	Laws, Ethics, & Policy	Censorship	
IJ.1.b Identify the relationship of a free press to a democratic society, tracing the historical development of newspapers and/or other media.	IJ.1.c Identify careers related to the field of journalism, such as advertising, reporting, editing, public relations, photography, radio/television production, commercial art, graphic art.	Laws, Ethics, & Policy	Preview
IJ.2 Develop skills in evaluating journalistic reports.	IJ.2.a Differentiate between fact and opinion.	The News Story	Preview
		The News Story	Your First News Story
	IJ.2.b Detect inaccuracies and bias in news coverage.		
		IJ.2.c Classify the content of newspapers/broadcast news.	

IJ.3 Develop journalistic writing skills.	IJ.3.a Identify news, elements of news, news sources, and beats.	Sources for News	Preview
	IJ.3.b Develop effective interview techniques.	Interviewing	Preview
		Interviewing	Role Play Interview Assignment
	IJ.3.c Develop techniques in researching and "backgrounding" written reports.	Interviewing	Preview
		Interviewing	Critical Thinking Assignment
	IJ.3.d Present facts without editorializing.	The News Story	Your First News Story
	IJ.3.e Write effective leads.	The News Story	Story Lead Rewrite Game
	IJ.3.f Identify the five W's (who, what, when, where, why or how) of news writing.	The News Story	Preview
	IJ.3.g Identify and write the basic inverted pyramid structure of a news story.	The News Story	Inverted Pyramid Tales
IJ.3.h Identify and compose the elements of feature writing-structure, topics, and sources.	The Feature Story	Preview	
	The Feature Story	Your First Feature Article	
IJ.3.i Recognize and develop categories of specialized writing including opinion, captions, broadcast reports, headlines, and yearbook copy.	Writing an Editorial	Your First Editorial	
	Writing a Column	Your Own Column	
IJ.4 Develop proficient editing skills.	IJ.4.a Use copy symbols and stylebook to proofread/copyedit writing for errors in content, organization, grammar, and accuracy.		
IJ.5 Understand the role of advertising.	IJ.5.a Recognize the role of advertising in the communications media.		
	IJ.5.b Develop techniques in designing advertisements.		
IJ.6 Demonstrate knowledge of art, photography, and design for communications media.	IJ.6.a Recognize basic rules of layout and page design, including typography.		
	IJ.6.b Identify uses of photography in publication and develop skills in using photography for publication.		
IJ.7 Understand the role of electronic	IJ.7.a Students will be introduced to electronic	What is Journalism?	Preview



publishing.	publishing and other uses of technology in the communications media.		
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